



WEWS

ORDER

Print Date 10/29/12

Page 1 of 5

Flight Dates **10/27/12-11/06/12**

Contract / Revision **315944 /**

Original Date / Revision
10/25/12 10/25/12

Advertiser **Voters First**

Agency **New Media Firm**

Buying Contact

**1322 G Street SE
Washington, DC 20003**

Product

Voters First TV CLE 10.27 to 11.6 A

Agency Com 15%

Billing Contact

**1322 G Street SE
Washington, DC 20003**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1858**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 116050

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	7	\$14,152.50	\$16,650.00	0.00	10/01/12	10/28/12	7	\$14,152.50	\$16,650.00
November 2012	37	\$84,490.00	\$99,400.00	0.00	10/29/12	11/05/12	37	\$84,490.00	\$99,400.00
Totals	44	\$98,642.50	\$116,050.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/27/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	M--TF--	2		\$1,500.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00						



WEWS

Print Date: 10/29/12

Page 2 of 5

Contract / Revision **315944** Flight Dates **10/27/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:20:00

Advertiser **Voters First**

Product **Voters First TV CLE 10.27 to** Estimate # **1858**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WEWS	10/27/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	2	\$1,800.00	P-1	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00		
Week:		10/29/12	11/04/12	MTWTF--					2	\$1,800.00		0.00		
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00		
N 3	WEWS	10/27/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$1,400.00	P-1	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00		
Week:		10/29/12	11/04/12	---T---					1	\$1,400.00		0.00		
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00		
N 4	WEWS	10/27/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$1,400.00	P-1	0.00 NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00		
Week:		10/29/12	11/04/12	M-W----					2	\$1,400.00		0.00		
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00		
N 5	WEWS	10/27/12	11/06/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	1	\$2,000.00	P-1	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00		
Week:		10/29/12	11/04/12	---T---					1	\$2,000.00		0.00		
Week:		11/05/12	11/11/12	M-----					1	\$2,000.00		0.00		
N 6	WEWS	10/27/12	11/06/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	2	\$2,000.00	P-1	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00		
Week:		10/29/12	11/04/12	M-W----					2	\$2,000.00		0.00		
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00		
N 7	WEWS	10/27/12	11/06/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	1	\$2,000.00	P-1	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00		
Week:		10/29/12	11/04/12	M-T---					2	\$2,000.00		0.00		
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00		
N 8	WEWS	10/27/12	11/06/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	2	\$2,000.00	P-1	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00		
Week:		10/29/12	11/04/12	M-W----					2	\$2,000.00		0.00		
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00		
N 9	WEWS	10/27/12	11/06/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	1	\$2,000.00	P-1	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00		
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00		
Week:		11/05/12	11/11/12	M-----					1	\$2,000.00		0.00		
N 10	WEWS	10/27/12	11/06/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$2,500.00	P-1	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00		
Week:		10/29/12	11/04/12	M-----					1	\$2,500.00		0.00		
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00		



WEWS

Print Date: 10/29/12

Page 3 of 5

Contract / Revision **315944** Flight Dates **10/27/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:20:00

Advertiser **Voters First**

Product **Voters First TV CLE 10.27 to** Estimate # **1858**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 10	WEWS	10/27/12	11/06/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
N 11	WEWS	10/27/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$3,500.00	P-1	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$3,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$3,500.00		0.00			
N 12	WEWS	10/27/12	11/06/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	2	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	M-W----					2	\$3,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$3,000.00		0.00			
N 13	WEWS	10/27/12	11/06/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					2	\$3,000.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 14	WEWS	10/27/12	11/06/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	2	\$4,500.00	P-1	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	M-T---					2	\$4,500.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 15	WEWS	10/27/12	11/06/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	----F--					1	\$2,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$2,500.00		0.00			
N 16	WEWS	10/27/12	11/06/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	1	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$1,400.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,400.00		0.00			
N 17	WEWS	10/27/12	11/06/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	--W----					1	\$500.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 18	WEWS	10/27/12	11/06/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	--W----	:30	1	\$17,000.00	P-1	0.00	NM	1	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	--W----					1	\$17,000.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 19	WEWS	10/27/12	11/06/12	SA 7PM News SA 7PM News	CM	7-730p	-----S-	:30	1	\$3,600.00	P-1	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WEWS

Print Date: 10/29/12

Page 4 of 5

Contract / Revision **315944** Flight Dates **10/27/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:20:00

Advertiser **Voters First**

Product **Voters First TV CLE 10.27 to** Estimate # **1858**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N19	WEWS	10/27/12	11/06/12	SA 7PM News SA 7PM News	CM	7-730p	-----S-	:30	1	\$3,600.00	P-1	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$3,600.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N20	WEWS	10/27/12	11/06/12	SA 730-8p Motion SA 730-8pm Motion	CM	730-8p	-----S-	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	-----S-					1	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N21	WEWS	10/27/12	11/06/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$1,500.00		0.00			
		Week: 10/29/12	11/04/12	-----S					1	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N22	WEWS	10/27/12	11/06/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$2,800.00	P-1	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$2,800.00		0.00			
		Week: 10/29/12	11/04/12	-----S					1	\$2,800.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N23	WEWS	10/27/12	11/06/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	-----S					1	\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N24	WEWS	10/27/12	11/06/12	SU 12a-1a CSI Miami SU CSI Miami	CM	12-1a	-----S	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$650.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N25	WEWS	10/27/12	11/06/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	2	\$4,500.00	P-1	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$4,500.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF-S					1	\$4,500.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N26	WEWS	10/27/12	11/06/12	LN after Sports LN after Sports	CM	11p-130x	MTWTFSS	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$2,500.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N27	WEWS	10/27/12	11/06/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$1,100.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N27	WEWS	10/27/12	11/06/12	Sa 6a-8a News	CM	6-8a	-----S-	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00	
				Sa 6-8a News												
														Totals	44	\$116,050.00